

## CONNECTING THE SOCIETY BY ISHAN WADEKAR

In the month of February, there was an inauguration of a new police station near our manufacturing unit in Panoli. To commemorate this, our employees from the factory collaborated with the police department to organize a lunch for students at Panoli Sarvajanik School, which is a government school in a neighboring village. There were almost 100 students from class ninth and eighth.

The inauguration event was successful and all the students also enjoyed the meal.







## A STEP TOWARDS INTERNET SAFETY





### सुरिक्षत इंटरनेट इस्तेमाल करने के तरीके





KRISHI RASAYAN EXPORTS PVT. LTD.

Vinay Kumar KREPL\_Designer

### E-SANKALP BY RAJA RAJANISH





संकल्प रीटेल स्टोर से अब खरीदना हुआ और आसान। संकल्प किसान स्टोर मोबाईल एप से बेस्ट क्वालिटी और सबसे अच्छे दम पर कीटनासक दवाऐं, खाद, बीज, पशु आहार और कृषि यंत्र घर बैठे ऑर्डर कर सकते हैं।

संकल्प किसान स्टोर मोबाईल एप से युवाओं के लिए रोजगार के आकर्षक अवसर भी उपलब्ध है। जिससे कोई भी व्यक्ति काम से काम 10,000 रुपये और अधिक से अधिक 25,000 रुपये की कमाई कर सकता है।

यह मोबाईल एप खाद, किराना या पशु आहार जैसे छोटे खुदरा विक्रेता को भी बिना किसी पूंजी लागत के कमाई का मौका देता है। जहां दुकानदार अपने किसान के नाम से ऑर्डर लगा सकते है और किसानों को संकल्प रीटेल स्टोर के कीमत पर हीं घर तक ऑर्डर को पहुचाई जाती है।

# HOW DID UNION BUDGET 2023-24 AFFECT THE FARMERS/AGRICULTURE? BY SHREYA JAIN



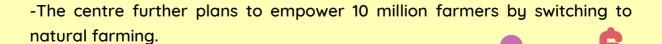
Every year on February 1st, the finance ministry led by Ms Nirmala Sitharaman, releases the union budget for the year which is a financial statement issued by the government which presents the estimated receipts and expenditures planned by the government in the for the upcoming financial year. This statement focuses on all the industries that are prevalent in the economy.

According to a recent summary by Bank Bazaar.com, there are following things to understand and look for in Union Budget 2023-24:

- An Agriculture Accelerator Fund is to be launched which will support Agristartups by young entrepreneurs.
- To emphasize on dairy, fisheries, and animal husbandry, the agricultural credit is to be raised to Rs.20 trillion.
- -In an effort to increase the effectiveness of the value chain and broaden the market, a new sub-scheme of the PM Matsya Sampada Yojana will be introduced with a targeted investment of Rs. 6,000 crore. It will further facilitate the activities of fish vendors, fishermen, and micro- and small businesses.

## HOW DID UNION BUDGET 2023-24 AFFECT THE FARMERS/AGRICULTURE? (CONTD.)

BY SHREYA JAIN



- -A sizable and decentralised storage capacity will be set up to assist farmers store their produce and obtain fair prices through timely sales.
- -The development of a digital public infrastructure for agriculture as a connected, open-source, and open standard general welfare. This will make it possible to find solutions that benefit farmers as well as to improve access to farm inputs, market information, and assistance for agricultural start-

-PM PRANAM will also be introduced to encourage states and union territories to use alternative fertilizers.



ups.

- -A Rs. 2,516 crore investment was made to start computerising 63,000 Primary Agricultural Credit Societies (PACS).
- -The Indian Institute of Millet Research, Hyderabad, will be supported as the Centre of Excellence for Sharing Best Practices, Research, and Technologies at the International Level in order to make India a global hub for "Shree Anna".

Source: <a href="https://bankbazaar.com/tax/union-budget-agriculture-sector.html">https://bankbazaar.com/tax/union-budget-agriculture-sector.html</a>

## PRODUCT OF THE MONTH: K-UREA



### **TEAM SPOTLIGHT**



Sanjay ji joined Agro Life Science Corporation in October 2022 as the Head Agronomist in the SND department. He brings with him a vivid experience of more than 15 years in the branding and product positioning domain, after starting his career with IFFCO. He has also worked with companies like ITS Limited, Deepak Fertilizers and



Petrochemicals Ltd and Reliance Industries Limited where he was the project lead. He completed his Bachelors in Agriculture and Masters in Horticulture.

He mentions how he appreciates the robust R&D of the company as well as the work culture at KREPL, where employees get their space and freedom to perform to the best of their abilities. He finds the top management very supportive, motivating and believes that employees are thriving under their leadership.

He believes we make a great difference when we let go of only caring about our personal growth and rather work as a team towards the common goal of the company. He says that one should be flexible to take multiple responsibilities as and when required in the organization.

Sanjay Ji currently resides in Noida with his wife and two sons.

We wish him a lasting career at KREPL which is full of growth!

### **TEAM SPOTLIGHT**

#### Mr. Sunil Kumar Shrivastava

Sunil ji joined the SND department in November 2022 as the State Head & B2B Business Head in the ALSC Pune team.

He brings an experience of 22 years B2B and marketing. He has in completed his education in Post Graduate Diploma in Business Management. and has worked with companies like Jubliant. Sunil ji resides currently in Pune. Maharashtra with his family.



His experience in the company so far has been great! He enjoys the working environment and the support of his colleagues. Since the organisation's business in Pune is at an initial stage, he, along with his team of three others, are working towards promotional activities, centering it around branding. He looks forward to seep the promotional inputs to the ground level, so that an improved channel partner and employee connection can be established.

### **KRISHAJ MOMENTS**

Karu Singh Sisodia associated for 10 years

Area Manager - Madhya Pradesh

I have been associated with Krishi Rasayan for more than 10 years and it has been an amazing journey. I have been able to witness and contribute to the incredible growth of Krishaj. It has been gratifying to be a part of a team that has consistently strived for excellence and delivered outstanding performance. I am proud that Krishi Rasayan has become one of the most respected names in the industry and I look forward to many more years of success.



Darshan Singh Rawat associated for 13 years
Chief Information Officer - New Delhi

I joined this company in 2010 and have been treated as family here. The company has given me a lot of support to help me improve. I hope to see KREPL grow more and more with each passing year, and we work as a family, and I do my best to contribute to the company's goals.

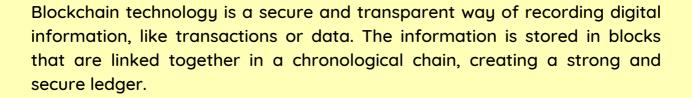
Mohan Chauhan associated for 16 years Sr. Accounts Executive - Madhya Pradesh

I am working for the last 16 years with the KREPL family; this is a very good organization. Without support, we cannot travel this long journey. All seniors & staff have always guided me with any problem.

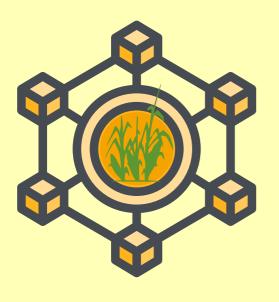


## BLOCKCHAIN TECHNOLOGY & AGRICULTURE





Block-chain technology has the potential to revolutionize the agriculture industry by providing a transparent and secure way to track the entire supply chain, from seed to sale. With block-chain, farmers can record data about their crops, such as soil conditions, fertilizers used, and harvest yields, which can then be shared with buyers and retailers. This can help ensure food safety and quality, as well as provide consumers with more information about the products they are purchasing.



- Supply chain transparency: In agriculture, blockchain could include tracking the origin of seeds, fertilizers, and pesticides, as well as the journey of crops from the farm to the end consumer.
- Traceability and food safety: By using blockchain to track the movement of food products, it is possible to identify the source of contamination quickly, which can help prevent foodborne illness outbreaks.

# BLOCKCHAIN TECHNOLOGY & AGRICULTURE (CONTD.) BY SHREYA JAIN



- Smart contracts: Blockchain technology can be used to create smart contracts that can automate many of the processes involved in agriculture, such as tracking the delivery of goods and making payments. This can help reduce costs and streamline the supply chain.
- Agriculture financing: Blockchain technology can be used to provide access to financing for small-scale farmers who may not have access to traditional banking services. This platform can help connect farmers with lenders, and enable them to access credit based on the track record of their farming activities.



Overall, the use of blockchain technology in agriculture can help increase efficiency, reduce costs, and improve transparency and trust in the supply chain.

## CULTIVO RETAILER CONNECT BY GANVEER

Cultivo strives to connect with its channel partners on a regular basis. Concentrated regional meetings are organized frequently to make sure they are well aware of the current running schemes, what new products the company plans to launch and what kind of extra support will be provided to liquidate products.

A retailer meeting was organized in Chattisgarh keeping the above ideologies in mind. Retailers of Kawardha Market were invited to discuss our star product Agro Power Gold for usage in crops like paddy and sugarcane. Over 50+ retailers graced us with their presence. The overall response to the meeting was very well. They were very happy with the products and intended to work with us closely on promoting them.







## CHAI PE CHARCHA BY CHHATTISGARH TEAM

Farmers are the backbone of our country and our company's end products users. It is very important to get their feedback and make sure they are aware of the new technological products we are launching.

Our Chattisgarh team has worked very hard on the ground to make sure they are approachable by our 'Kisan.' Many Mega Farmer meetings have been organized in association with Mr Kapil Kumar and Mr Debadrita Dutta Sir from AgMa, Spain at ground-level markets of Ambikapur. Our on-ground team comprising Surendra Ganveer and Suryakant Shukla interacted with more than 700 farmers to understand their product demand.



## CHAI PE CHARCHA (CONTD.) BY CHHATTISGARH TEAM







### **CULTIVO IN NEWS!!**



### नए साल में किसानों के लिए एग्रो लाइफ की नई पेशकश एग्रो पावर एनर्जी

#### जैविक खेती में क्रांति लाएगा एग्रो पावर एनर्जी

जयपुर। नए साल 2023 में एग्रो लाइफ साइंस ने भूमि सुधार का बीड़ा उठाया है। कम्पनी ने किसानों के लिए एक अनोखा जैविक उर्वरक एग्रो पावर एनर्जी तैयार किया है। यह उर्वरक इण्डो माइकोराइजा और माइक्रोएल्गी का मिश्रण है। यह उत्पाद भारत सरकार की जैविक प्रमाण देने वाली एजेंसी एफसीओ और इकोसर्ट द्वारा प्रमाणित है। एलगाएनर्जी के नेशनल सैल्स मैनेजर किपल कुमार ने बताया कि एग्रो लाइफ साइंस कार्पोरेशन स्पेन की कम्पनी एलगाएनर्जी स्पेन के साथ संयुक्त उद्यम

करके एग्रो पावर एनर्जी को किसानों के लिए विशेष रूप से तैयार किया गया है।

उन्होंने बताया कि एग्रो पावर एनर्जी में इण्डोमाइकोराइजा और माइक्रोएल्गी का अनोखा मिश्रण है। इसका निर्माण यूपीटी तकनीक के द्वारा किया गया है। एग्रो पावर एनर्जी में इण्डोमाइकोराइजा के साथ प्रोटिन्स पॉलिस्कोरायड, माइक्रोनुट्रिएंट्स विमामिन्स तथा क्लोरोफिल भी उपलब्ध है। यह पौधों की जड़ों का विकास करता है। पौधे को पोषक तत्व प्रदान

Cultivo
PONER
ENERGY

AGRO LIFE SCIENCE
CORPORATION

AGRANTIAN

AGRANTTIAN

AGRANTIAN

AGRANTTIAN

करता है। जैविक खेती करने वाले किसानों के लिए एग्रो पावर एनर्जी एक अच्छा उत्पाद है।

कम्पनी के जोनल मैनेजर रिवन्द्र पंवार ने बताया कि एग्रो पावर एनर्जी के प्रति किसानों का विश्वास तेजी से बढ़ रहा है। पिछले वर्ष कम्पनी ने 250 मीट्रिक टन एग्रो पावर एनर्जी किसानों तक पहुंचाया था। इस वर्ष का लक्ष्य 300 मीट्रिक टन है। कम्पनी की ग्रोथ भी शानदार रही है। पिछले साल कम्पनी ने 16 करोड़ का कारोबार किया था। इस साल का लक्ष्य 25 करोड़ है।

#### ४ किलो और ८ किलो मात्रा

किसान भाई एग्रो पावर एनर्जी को 4 किलो और 8 किलो प्रति बीघा के हिसाब से काम में ले सकते हैं। जड़ वाली फसल और गन्ने में किसानों को 8 किलो प्रति बीघा का में लेना है। इसके अलावा सभी फसलों में 4 किलो प्रति बीघा पर्याप्त रहता है।

#### एग्रो पावर एनर्जी की विशेषता

- ) जड़ों की सतह के क्षेत्र को बढ़ाता है।
- पौधों की स्थापना और वृद्धि में सहायता करता है।
- प्रकाश संख्तेषण गतिविधि में सुधार करता है।
- पौधे अधिक मजबूत और स्वस्थ बनते हैं।
- अजैविक दबावों के दौरान पौधों में सुधार करता है।
- फूल और फल बढ़ाने में मदद करता है।
- मृदा का पीएच बैलेंस सही रखता है।
- मृदा की लवणता में सुधार करता है।
- ) मिद्दी की गुणवत्ता और पोषक चक्र को बनाये रखता है।
- » फसल की गुणवता और पैदावार को बढ़ाता है।

## CROP FORECASTING BY RUBY



## WORLD PULSES DAY BY SHREYA JAIN

World pulses day is celebrated annually on February 10th. This day aims to raise awareness about the importance of pulses as a source of nutrition and sustainability for people around the world.

Pulses, also known as legumes, include crops such as chickpeas, lentils, beans, and peas. They are a low-fat source of protein, fiber, and complex carbohydrates, making them an important dietary staple in many countries. Pulses are also rich in vitamins and minerals, including iron, zinc, and folate.



## WORLD PULSES DAY (CONTD.) BY SHREYA JAIN

Pulses are eaten around the world in different forms. In India as we all know, we call the dish "dal" and eat it mostly with rice and chapatis on a daily basis. This is usually a staple diet here and is cooked in almost all households, almost every day. In Mexico, it is eaten as a filling of tacos etc. Pulses are also a great alternative for vegan people as they can be a very flexible and delicious source of nutrient to work with.



This crop also largely benefits many small farmers, especially in countries like India, Pakistan, Eithiopia and other South African countries. On World Pulses Day, we celebrate the nutritional, environmental, economic, and cultural significance of pulses. It is an opportunity to raise awareness about the benefits of this important crop and to encourage people around the world to include pulses in their diets. By doing so, we can improve our health, protect the environment, and support small farmers in developing countries.

### MADHYA PRADESH MEIN KHARIF KI TAYARI













### **CHANNEL PARTNER OF THE MONTH- KREPL**

State	Party Name	
Uttar Pradesh	Om Traders (Hathras)	
Andhra Pradesh	Usha Agro Agencies	
Telangana	Mallikarjuna Fertilizers & Pesticides	
Bihar	Maa Sarswati Agro Chemicals	
Madhya Pradesh	Navrang Store (Khirkiya)	
Gujarat	International Agri Equipments (Himmatnaga)	
Maharashtra	Sunil Krushi Kendra (Nawegaon Bandh)	
Rajasthan	Shiv Shakti Beej Bhandar (Raipur)	
Chhattisgarh	Kisan Beej Bhandar	
Punjab	Cheema Pesticide (Ludhiana)	
Uttarakhand	Bhagirath Mal Ram Niwas	
Haryana	Hafed Product Bikri Kender (Dhamtan Sahi)	
Jharkhand	Anil Beej Bhandar	
Karnataka	Sri H H Kaveri Agro Traders (Muginagondi)	

### SALES PERSON OF THE MONTH- KREPL

State	Emp.Name	
Uttar Pradesh	SARVAN SINGH	
Andhra Pradesh	DASARI SRINIVASA RAO	
Rajasthan	ROHIT KUMAR JAT	
Telangana	CH. VENKATAIAH	
Maharashtra	SANTOSH KONDU DORLE	
Madhya Pradesh	RAGHVENDRA SINGH TOMAR	
Bihar	RAJESH KUMAR SINGH	
Gujarat	JAYDIP N SORATHIYA	
Chhattisgarh	ASHISH KUMAR SINGH	
Haryana	AMARJEET SINGH	
Punjab	MAUHAMMAD RAFI	
Uttarakhand	RAM SINGH	
Karnataka	GURUPRASHANTH B L	

### **CHANNEL PARTNER OF THE MONTH- ALSC**

State	Party Name	
TAMIL NADU	Kavya Agri Clinic	
KARNATAKA	Ganesh Agro Tech (Bangalore)	
CHHATTISGARH	Madhu Traders	
WEST BENGAL	Shiv Shakti Enterprise (Sripur)	
MADHYA PRADESH	Krishna Beej Bhandar And Pesticides	
RAJASTHAN	Shri Ashapura Khad Beej Bhandar (Sanchore) Beej Bhandar (Sanchore)	
UTTAR PRADESH	Verma Enterprises (Khamriya-Lakhimpur)	
ANDHRA PRADESH	Sri Venkateswara Agro Agencies	
ORISSA	Sabita Store (Saanda)	
TELANGANA	Sri Laxmi Ganesh Agro Agencies (Kamareddy)	
MAHARASHTRA	Siddhnath Krishi Udyog (Nagthane)	
HARYANA	Bhandari Agro Chemicals (Bhadrash)	
PUNJAB	Guru Nanak Seed Store (Sudhar)	
GUJARAT	Madhav Agro Center (Dhanera)	

### SALES PERSON OF THE MONTH-ALSC

State	Emp. Name	
TAMIL NADU	VENKATESAN GANESAN	
KARNATAKA	SANTOSH GANAPATI PUJARI	
WEST BENGAL	BIJAY SAHA	
RAJASTHAN	SANJAY DADHICH	
CHHATTISGARH	SURENDRA GANVEER	
MADHYA PRADESH	DINESH YOGI	
TELANGANA	GUDDETI NARESH	
ORISSA	SANJAYA KUMAR DAS	
UTTAR PRADESH	DHIRENDRA PRATAP SINGH	
ANDHRA PRADESH	SEGIREDDY THIRUMALA REDDY	
MAHARASHTRA MANOJ RAMACHANDRA BOF		
HARYANA	GOPAL SINGH	
PUNJAB KOMAL SINGH		



### STAR KRISHAJ SAARTHI OF THE MONTH- KREPL

#### M/s OM TRADERS, UTTAR PRADESH

Mr. Manoj Kumar has been the proud proprietor of M/s Om Traders since 2014, which was the same year they started doing business with Krishaj. They are a team of seven members comprising of two accountants and five marketing & sales persons.

What stands out the most for Om Traders is that they are very hardworking and open to taking risks. They think smart and are quick in decision making. Other than this they also maintain a very good behavior among the company employee and with customers.





#### M/s KAVYA AGRI CLINIC, TAMIL NADU

M/s Kavya Agri Clinic, run and led by

Mr. K. Thiyagarajanhave, is associated with ALSC for four years, after being in agriculture line for the 30 years now. They are a team of 24 members in Tamil Nadu. Over the past years, they have served more than 15,000 farmers while maintaining their purchase ledger in the system for the years together. They also schedule regular field work with their in-house trained team. They even follow a uniform dress code among team members. Recently, they started maintaining a WhatsApp group for farmers for effective communication and better reach.



## "NEW MEMBERS OF OUR FAMILY"

S.NO	Company	Name	Designation	Branch
1	KREPL	AABASAHEB SHIVAJI EKHANDE	ASSISTANT AREA MANAGER	PUNE
2	KREPL	HANSOTI KAPILKUMAR JAYANTILAL	ASSISTANT MANAGER PROJECT & MAINTENANCE	PANOLI
3	KREPL	SUBRAMANYAM KHANDAVALLI	SHIFT-IN CHARGE	PANOLI
4	KREPL	RAJEEEV KUMAR SINGH	SHIFT-IN CHARGE	PANOLI
5	KREPL	MANGESH KISHANBHAI KHADAS	PRODUCTION SUPERVISOR	PANOLI
6	KREPL	SANTOSH KUMAR CHOUDHARY	EHS OFFICER	PANOLI
7	KREPL	ANAND PRAKASH	SHIFT-IN CHARGE	PANOLI
8	ALSC	PAVULURI NAGA VENKATA MOUNIKA	E-COMMERCE SALES EXECUTIVE	GUNTUR
9	ALSC	SACHIN SINGH CHAUHAN	SR. ACCOUNTS EXECUTIVE	PUNJAB
10	ALSC	SAGAR KUMAR BISWAL	E-COM. OPERATION EXECUTIVE	NEW DELHI
11	ALSC	ARWINDER SINGH	STORE MANAGER	PUNJAB
12	ALSC	PRABHUPADA DAS	SALES OFFICER	ORISSA

## February Birthday Cloud #TogetherWeCelebrate

